

October 9, 2024

# The Latest from SFIA

**Member Matters & Research** 



\*\*NOW AVAILABLE\*\* U.S. Trends in Team Sports Report -FREE for Members

**sfia.org** - The SFIA has released its 2024 U.S. Trends in Team Sports Report, which examines participation and market trends...





## Congrats to our 2024 Start-Up Challenge Finalists!

**sfia.org -** The Start-Up Challenge, now in its eighth year, champions innovative entrepreneurs who are revolutionizing the sports and...

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#### October 29 Boston Super Regional + Start-Up Challenge Main Event!

**sfia.org -** Join us at Babson College in Boston for the final Super Regional + Start-Up Challenge finals on October 29...





#### Up to 60% Discounts on Top Brands for SFIA Members!

**sfia.org** - All employees of a member organization can unlock deals of up to 60% on leading sports and fitness brands...

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### Advocacy & Public Policy



#### SFIA Pressure Helps Suspend East Coast Port Strike

**sfia.org** - Following an October 2 letter to President Biden, signed by SFIA and 300 organizations...

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#### SFIA Presses President Biden to Engage in East Coast Port Strike to Keep Commerce Flowing

**sfia.org** - On October 1, ILA, representing 45,000 workers at East and Gulf Coast Ports...



### **Current Industry News**



#### SFIA Report: Team Sports Participants Increased in 2023 by 8M Over 2022 Numbers

athleticbusiness.com - The SFIA released its 2024 U.S. Trends in Team Sports Report...





Leader, Advocate, 'Diplomat': Tom Cove Set to Retire This Week after 20 Years as CEO of SFIA

sportsbusinessjournal.com -Consider the fundamental changes across sports and...





2024 Holiday Shopping Intentions Fueled by Consumer Optimism and Quest for Value, Reports Circana

circana.com - U.S. consumer



Alphabeats Makes CEO Change, Raises More Funding for Brain Wave Wearable

athletechnews.com - The Dutch

sentiment and intentions related to the 2024 holiday shopping...

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startup, which uses an EEG headband and music to help...

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Landmark House Settlement to Pay College Athletes Gets Preliminary Approval From Judge

**frontofficesports.com** - The House v. NCAA settlement just got one step closer to final approval...





#### Caitlin Clark Takes Her Game to the Greens: WNBA Star in LPGA Pro-Am

**frontofficesports.com** - Caitlin Clark mania is set to hit women's golf during the Indiana Fever...

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## NFL Teams in London Working to Create Lifelong Fans

**sportico.com** - In Shoreditch, one of London's trendiest districts, the New York Jets are hoping to...

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#### Growing Participation Rates Supporting Outdoor Rec Sales and M&A

**sgbonline.com** - Capstone Partners' latest Outdoor Recreation & Enthusiasts...

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Ryan Smith Sees Salt Lake City As Next Vegas-Like Sports Town



Manufacturing PMI Report Sees U.S. Contraction; Textile Mills Posted Sept Growth

frontofficesports.com - The capital of Utah has Temple Square, breathtaking hiking trails nearby... **sgbonline.com** - Economic activity in the U.S. manufacturing sector contracted in September...



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#### LeBron and Bronny James Make NBA History

**axios.com.com** - LeBron James and Bronny James played their first game together for the Los...

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#### Bain Forecasts Record Black Friday/Cyber Monday Sales

**sgbonline.com** - U.S. retail sales over Black Friday – Cyber Monday weekend may set a new record...

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The GIST and The Professional Women's Hockey League Team Up To Create Fan-First Content and Further Amplify Women's Sports

**prnewswire.com** - The GIST and PWHL continue efforts towards expanding the reach of...







#### NFHS Executive Director Karissa Niehoff on Tackling Tumultuous Times in High School Sports

athleticbusiness.com - AB senior editor Paul Steinbach caught up with Neihoff in September during...

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